



The Wait is Over: the Auto Show is Back

***Hundreds of new vehicles on display at the Oregon Convention Center,
February 24-27, 2022***

For Immediate Release

Portland, Ore., Feb 15, 2022 – The Portland International Auto Show (PIAS) will open its doors once again Feb. 24-27 at the Oregon Convention Center. The return of the show means consumers and auto enthusiasts will have hundreds of new vehicles to view, evaluate, and test drive in an exciting and safe environment.

Show organizers have partnered with manufacturers, local Portland auto dealers and sponsors to present a show that provides the substance and entertainment value that attendees have come to expect.

The auto show will also maintain the tradition of offering something for every interest through features and activities sure to educate, entertain and amaze.

The Garage (Sponsored by Perlo Construction)

A car enthusiast's candy store, the immensely popular Garage will nearly double in size this year. The Garage will take up most of Hall A on the main show floor and feature three live car customizations over the four days of the show. A 2022 Toyota Tacoma TRD and a Toyota 4Runner TRD, Ford Transit Connect along with a Polaris Side-by-Side will be customized with products from local companies like Pro Tek Automotive, AR Service, Oregon Design Co., Stereo King and Pro Automotive and Diesel. Customizations to suspension, bumpers, exhaust, wheels and tires, brakes, over the top sound systems, and a bumper and winch system by Ironman 4x4 on the Tacoma will happen live with company representatives available to answer questions as they work on the vehicles. And this year, The Garage hosts Webfoot Concrete Coatings, demonstrating the newest technology in garage floor coatings and rest your feet in the Perlo Construction lounge while seeing their projects.

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Electric Avenue

The 2022 Electric Avenue combines several popular features into one epic presentation of EV cars, trucks and technology emphasizing Electric Fuel and its ease of use. The Tech Center and EV Showcase have been folded into Electric Avenue, which also announces new sponsorships from PGE, Pacific Power and Clark Public Utilities. Electric Avenue is an opportunity for guests to learn about the latest in EV technology in an interactive setting. Among the topics explored by experts:

- Innovations in charging stations
- Use of clean energy for EV charging
- Variety of EVs currently available
- New EV range reality
- Savings and incentives
- Trip charting with Chargeway

Electric Avenue will also house the Oregon Electric Vehicle Association, where show attendees can vote on their favorite EV and talk to EV owners/members about the benefits of owning an EV.

New: Volkswagen ID.4 Indoor Ride

The PIAS is bringing the ride indoors this year with the Volkswagen ID.4 Ride event, located on the south side of the main show floor. The event is a unique opportunity to experience this all-new EV in an intimate setting, with ID.4 product specialists guiding guests through the features of this all-new vehicle. After the ride, visit the adjacent Volkswagen exhibit for branded promotional items.

Test Drives

It's the ultimate way to experience and evaluate a vehicle. Test Drives return to the PIAS thanks to Ford and Toyota. Each brand will provide a variety of vehicles to drive, accompanied by a product specialist to explain the vehicle's features and benefits. The Ford Test Drive event takes place in the Pavilion across MLK from the Convention Center and will feature vehicles such as the new Ford Bronco, the Maverick small pickup and the Mustang Mach E EV. Toyota's drive will be in front of the MLK entrance and will feature the new Tundra and the Corolla Cross*.

Motorcycle Pavilion

The PIAS wants to get visitors into a new set of wheels, and that includes the two-wheeled or sport variety. The Motorcycle Pavilion provides an amazing lineup of bikes, side-by-sides and three-wheeled vehicles from major manufacturers like BMW, Ducati, Harley-Davidson, Honda, Indian, Polaris, Suzuki, Triumph and Yamaha. In keeping with the show's EV theme, the exhibit will include the debut of the Zero electric motorcycle.

About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Hours:

Thurs., Feb. 24	10 am – 10 pm (Media Preview: 5-10 am)
Fri., Feb. 25	10 am – 10 pm
Sat., Feb. 26	10 am – 10 pm
Sun., Feb. 27	10 am – 7 pm

Ticket Prices:

Adults (13 and older)	\$15
Seniors	\$12
Military (with ID)	\$12
Children (7 – 12)	\$8 (On Family Day, Sun., Feb. 27, children 12 and under are free when accompanied by a paid adult)
Children 6 and under	Free

COVID-19 Safety Protocols

The health and safety of all guests, exhibitors, partners and staff at the Portland International Auto Show is the top priority of the MPNCDA. With that in mind, we will follow these guidelines:

- Proof of vaccination, or negative COVID-19 test within 72 hours for everyone 5 and over is required to enter the auto show
- While indoors, masks are mandatory and are to be worn at all times, except when eating or drinking in designated areas.
- Test drives, whether inside or outside the exhibit hall, require that physical distancing will be practiced among exhibitors, vendors and show attendees. Masks are required in order to participate in any test drives.

More Information:

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